

IN THE CLAIMS

Please amend claims 169, 194, 232, 250-252, 259-266, 268-269, and 271 as follows:

5 --169. (CURRENTLY AMENDED) A system as defined in claim 168
C1 wherein said at least one machine recognizable feature has
associated therewith a data link which is recognized by
said feature recognition unit.

10 194. (CURRENTLY AMENDED) A system as defined in claim 179
C1 wherein said "information superhighway" data link comprises
a radio frequency ("RF") cellular network.

15 232. (CURRENTLY AMENDED) A system as defined in claim 231
C1 wherein said service includes displaying promotional
programming material on said display unit ~~of said user~~.

20 250. (CURRENTLY AMENDED) A system as defined in claim 168
C1 wherein said feature recognition unit is selected from a
group consisting of a hand-held unit, a scanner, a bar code
scanner, an optical code reader, an optical reader, a
personal camera, a personal computer reader, a digital
camera, a digital mouse and an optical mouse.

251. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit is linked to a personal computer.

5 252. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit is linked to a wireless interface.

10 259. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit is linked to a personal digital assistant.

15 260. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit is linked to an Internet appliance.

261. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit is linked to a television set.

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262. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit comprises a portion of a cellular telephone.

263. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit comprises a portion of a personal digital assistant.

5 264. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit comprises a portion of a remote control unit.

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10 265. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit comprises a portion of a handwriting implement.

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266. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

~~im~~printing a machine recognizable feature within a magazine;

5 scanning said machine recognizable feature of said magazine; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said magazine.

268. (CURRENTLY AMENDED) The method of claim 266 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon,~~ invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark,~~ magnetic strip, code, analog pattern, and

20 hieroglyphic character.

269. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a magazine, comprising the steps of:

imprinting a machine recognizable feature within said

5 magazine, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

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scanning said machine recognizable feature within said magazine and downloading data indicative of said

10 machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user

15 allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said magazine.

271. (CURRENTLY AMENDED) The method of claim 269 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, a universal product code,
invisible bar code, magnetic code, printed character,
symbol, ~~icon~~, invisible indicia, two-dimensional figure,
icon, invisible icon, watermark, invisible watermark,
digital watermark, series of alphanumeric characters,
binary code, ~~digital watermark~~, magnetic strip, code,
analog pattern, and hieroglyphic character.--
